

THE COSTS OF MEDIA PICHES 2024

UMA Survey sample N=9

Period = January – December 2024

9 Media Agencies member of UMA participated in the UMA Survey, the specialized agencies Billups and iO did not fill in the template

Only the time spent in media pitches that were concluded in 2024 were reported, hours spent for media pitches that were still running at the end of 2024 were not reported.

We distinguished 4 kinds of “lead generation”

- Self initiated prospectings: the participating agencies reported 30 prospectings; the hours spent on this kind of lead generation to new business are not included in the following analyses
- Local pitches: pitches for clients on the Belgian Market
- International pitches of 2 very different kinds:
 - International pitches managed on international level that require few input
 - International pitches that are co-managed locally

Number of participations in pitches of UMA members (n=9)

Lead Generations	Nb of Participations in Pitches	%
Self initiated	30	18%
International Pitches	59	35%
Int. pitches from Group (minimal input)	29	
Int. Pitches comanaged locally	30	
Local Pitches	108	65%
Total Pitches	167	100%

The 9 media agencies reported 167 participations (*) in pitches during 2024.

Total amount of working time spent to pitches: 43.714 hours.

Lead Generations	Nb of Participations in Pitches (*)	%	Total 2024 Hours BE	%
International Pitches	59	35%	8.158	46%
Int. pitches from Group (minimal input)	29		1.480	
Int. Pitches comanaged locally	30		6.679	
Local Pitches	108	65%	9.659	54%
Total Pitches	167	100%	17.817	100%

17.817 hours were spent to media pitches 2024 by 9 agencies. Based on a yearly FTE of 1705 hours, this means that 10,5 FTE worked on Pitches for 9 agencies.

(*) This number of Pitch participations is not the number of Pitches in 2024 but the addition (sum) of the participations of each agency in a pitch (e.g. PITCH X: 4 agencies taking part = 4 participations)

Conversion rate

Lead Generations	Nb of Participations in Pitches (*)	NB of Pitches Won	Conversion Rate
International Pitches	59	27	46%
Int. pitches from Group (minimal input)	29	11	38%
Int. Pitches comanaged locally	30	16	53%
Local Pitches	108	33	31%
Total Pitches	167	60	36%

Based on the total number of pitches won by the 9 agencies, we can conclude that in total 60 media pitches were organised in 2024: 33 local and 27 international media pitches.

The cost per pitch participation

The calculation of the total costs is based on the price per hour of 122,2, which is the price of the cost per hour in 2023 + indexation of the wages in Belgium.

Lead Generations	Participations in Pitches (*)	Total 2024 Hours BE	2024 Pitches Tot Yearly Cost *	Cost per unity of Pitch Part
International Pitches	59	8.158	996.938	16.897
Int. pitches from Group (min input)	29	1.480	180.825	6.235
Int. Pitches comanaged locally	30	6.679	816.113	27.204
Local Pitches	108	9.659	1.180.351	10.929
Total Pitches	167	17.817	2.177.290	13.038

The total cost of the participations in pitches for the year 2024 is 2.177.290€.